

AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

- 1 1. Cancelled.
- 1 2. Cancelled.
- 1 3. (Currently Amended) The apparatus of claim [[1]] 27, wherein the resource identifier is comprised of an industry standard product identifier (ISPID).
- 1 4. (Original) The apparatus of claim 3, wherein the industry standard product identifier is a multiple listing service (MLS) identifier.
- 1 5. (Original) The apparatus of claim 3, wherein the industry standard product identifier is a vehicle identification number (VIN) identifier.
- 1 6. (Original) The apparatus of claim 3, wherein the information server responds to requests for an information page comprised of the ISPID, whether the requested information page exists prior to the request or not.
- 1 7. (Original) The processor of claim 1, wherein the resource identifier further includes a marketing code.
- 1 8. Cancelled
- 1 9. (Original) The apparatus of claim 7, wherein the information server further includes a statistics function to compile and maintain statistics using the marketing code of received requests.
- 1 10. (Original) The apparatus of claim 9, wherein the information server further includes a report function which periodically, automatically compiles and generates a marketing report based, at least in part, on the compiled marketing statistics.

1 11. (Original) The apparatus of claim 9, wherein the information server further
2 includes a report function which on demand, automatically compiles and generates
3 a marketing report based, at least in part, on the compiled statistics.

1 12. Cancelled

1 13. (Currently Amended) The method of claim [[12]] 29, wherein the resource
2 identifier is comprised of an industry standard product identifier.

1 14. (Original) The method of claim 13, wherein the industry standard product
2 identifier is a multiple listing service (MLS) identifier.

1 15. Cancelled.

1 16. Cancelled.

1 17. Cancelled

1 18. (Currently Amended) The method of claim [[12]] 29, wherein the received
2 resource identifier includes a marketing code.

1 19. (Original) The method of claim 18, further comprising:
2 compiling and maintaining a history of received marketing codes; and
3 calculating statistical reports of the received marketing codes.

1 20. (Original) The method of claim 19, further comprising periodically,
2 automatically compiling and generating a statistical report depicting marketing
3 effectiveness based, at least in part, on the calculated statistical reports of the
4 received marketing codes.

1 21. Cancelled.

1 22. Cancelled.

1 23. (Currently Amended) The article of manufacture storage medium of claim 32
2 [[21]], wherein the resource identifier is comprised of an industry standard product
3 identifier (ISPID).

1 24. Cancelled.

1 25. (Currently Amended) The article of manufacture storage medium of claim
2 [[21]] 32, wherein the information server includes a function to identify, compile and
3 maintain a statistical history of marketing codes received in information page
4 requests.

1 26. (Currently Amended) The article of manufacture storage medium of claim 25,
2 wherein the information server includes a report generation function which
3 periodically and/or on demand automatically generates a report including the
4 compiled statistical history.

1 27. (New) An apparatus for the provisioning of information pages comprising:
2 a storage device having stored therein a plurality of executable instructions
3 that implements an information server for receiving a uniform resource locator (URL)
4 comprising a server name immediately followed by a separator immediately followed
5 by an identifier interpreted by the information server as a resource identifier
6 identifying a resource, and in response, constructing and issuing one or more
7 queries including the resource identifier to retrieve information corresponding to the
8 identified resource and dynamically generating instructions to create the associated
9 information page for the identified resource for provisioning to a client; and
10 a processor coupled to the storage device to execute the stored executable
11 instructions.

1 28. (New) The apparatus of claim 27 wherein the storage device has additional
2 executable instructions that provision the created information page to the client.

1 29. (New) A method for provisioning information pages by an information server
2 comprising:

3 receiving from a client a uniform resource locator (URL) comprising a server
4 name immediately followed by a separator immediately followed by an identifier
5 interpreted by the information server as a resource identifier identifying a resource;
6 and

7 constructing and issuing one or more queries including the resource identifier
8 to retrieve information corresponding to the identified resource, and dynamically
9 generating instructions to create the associated information page for the identified
10 resource for provisioning to a client.

1 31 (New) The method of claim 29 further comprising provisioning the created
2 information page to the requesting client.

1 32. (New) An article of manufacture comprising:

2 a recordable medium having recorded thereon a plurality of machine
3 executable instructions implementing an information server having a plurality of
4 functions for provisioning resource information pages, the functions including a
5 function to receive a uniform resource locator (URL) comprising a server name
6 immediately followed by a separator immediately followed by an identifier interpreted
7 by the information server as a resource identifier identifying a resource, constructing
8 and issuing queries to retrieve information associated with the identified resource
9 and to dynamically generate instructions to create the associated information page
10 for the identified resource for provisioning to a client.

1 33. (New) The article of manufacture of claim 32 further comprising a function to
2 provision the created information page to the requesting client. .

1 34. (New) The article of manufacture of claim 23 wherein the information server
2 responds to requests comprised of an ISPID for an information page whether the
3 requested information page exists prior to the request or not.